GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:3939
ANSWERED ON:14.12.2000
INCENTIVES TO THE SALES AGENTS
RAGHUVIR SINGH KAUSHAL

Will the Minister of CIVIL AVIATION be pleased to state:

(a) the details of the productivity linked incentive scheme introduced for general sales agents in Air India during 1996-97, 1997-98 and 1998-99;

(b) the process to approve such scheme;

(c) whether during the said period any London based general sales agent was offered any incentive other than the productivity linked scheme;

(d) if so, the extent of amount offered and the reasons therefore;

(e) whether this is profitable to Air India;

(f) if so, whether the proper course was taken to provide this additional incentive; and

(g) if so, the details thereof?

Answer

THE MINISTER OF CIVIL AVIATION (SHRI SHARAD YADAV)

(a): Details are as under:

Station	1996-97(%)	1997-98(%)	1998-99(%)
Canada	1 - 4	-	-
London	0.5 - 5	1 - 7	1 - 7
UAE	2 - 7	-	-
Muscat	4 - 10	-	-
Gulf	-	2 - 6	2.5 - 5
+Northern India	3 - 12	3 - 5	2 - 3.66 4 - 7 2 - 3.82 (Volume based) (Gulf)
+Eastern India	1 - 6	-	-
Hong Kong	3 - 9	0 - 10	-

+ On Sale generated from own Ticket Stock.

(b): Air India Station Managers and Regional Directors forward their proposals on ProductivityLinked Schemes to Commercial Headquarters. These schemes are then discussed thoroughly during Annual Markerting meetings. Based on the need to enhance revenue generation, Commercial Headquarters analyses and subsequently approves the scheme.

(c): No, Sir.

(d): Does not arise.

(e); Productivity linked schemes are offered by Air India for the primary purpose of generating additional revenues in various regions on its system.

(f) and (g): Does not arise.